CATALOG ADVERTISING

Would you like to advertise your kennel, brag on a few spectacular wins, or simply wish people luck at the National Events? The National Specialty catalog gives you an excellent opportunity to promote your vizslas and serves as a wonderful keepsake.

Fees

Full-page color ad	$ 90.00
Full-page black and white ad	$ 55.00
~~Inside Front Cover~~	~~$150.00~~ SOLD
~~Inside Back Cover~~	~~$130.00~~ SOLD
Divider Page (Back)	$105.00

Guidelines & Electronic Submission Formats

These guidelines apply to both Black & White and Color Ads

- High resolution PDF (press quality/CMYK - preferred format)
- JPG or TIF (300 pixels/inch resolution)
- Word document (note, fonts may default)

Ads MUST be built in proportion to a catalog page. Image area is 4.5"x7.5", including any border. **BE AWARE**, if you build your ad 8.5x11", it will not be in proportion to the page.

- Divider Page ads will be offered to last year's winners first; any unsold pages will then be made available to all for purchase with preference going to whomever submits payment first.
- For consecutive-page ad requests, all pages should be submitted at the same time and the file names must numbered accordingly (i.e. John Doe Page 1); otherwise, we cannot guarantee they will be placed together.
- Page reservations will be accepted only with payment.
- Ads not meeting size and formatting guidelines will be reformatted to fit the catalog or returned at the Editor's discretion.

Need Help?

If you need assistance creating a copy-ready advertisement, contact the Editor. Basic re-formatting assistance will be given at no cost on a first-come basis. If you need help with your ad, please submit your request well in advance of the deadline.

Required Information

An OFA number is no longer required for catalog advertisements with the following exceptions:

- OFA numbers for sires and dams are required for "upcoming litter" or "puppies available" advertisements.
- Any advertisement that can be construed as a "breeding" advertisement (e.g. "Available at Stud") will require the inclusion of an OFA number.

SUBMITTAL DEADLINE — MARCH 15, 2023

Payments: https://vcaweb.org/event/2023-national-specialty-events/

Submit ads & proof of payment to: Jill Brennan ◆ jill@barayevents.com with "VCA Advertisement –" followed by your Last Name in the subject line. (Note this is important, without the subject line, your advertisement may be missed.) You must also include your electronic payment receipt number with your advertising submittals.

Actual Ad Size 4 ½" Wide x 7 ½" High